

Memorandum Police Department

TO: Mayor and Council
FROM: Tom Ryff, Police Chief
DATE: March 11, 2008
SUBJECT: Tempe Citizen Survey and Crime Update

At the March 20, 2008 Issue Review Session, I would like to present an update on the 2007 Tempe Police Department Citizen Survey results as well as an update on crime in Tempe.

Citizen Survey Results

The Tempe Police Department Citizen Survey has been conducted annually since 1994 and this past year over 2,400 randomly selected Tempe citizens completed the survey. The survey results indicated:

- 87% of overall respondents rated the quality of service provided by the Police Department as high or very high (a 2% increase from last year).
- The highest portion of survey respondents, who had a crime concern, were concerned about property crime (particularly theft or burglary).
- The majority of respondents thought that photo radar and red light photo enforcement were effective at reducing traffic accidents and that the loud party ordinance was effective in reducing loud parties.

Please see the attached citizen survey summary for detailed survey results.

Crime Update

To address concerns regarding the crime rate in Tempe, the Police Department developed proactive crime fighting efforts and implemented innovative crime suppression strategies. As a result, the 2007 crime rate in Tempe is the lowest it has been in over 20 years.

Specifically, comparing 2006 with 2007:

- Overall Part I crime has decreased 9.8%
- Violent crime (including homicide, rape, robbery, and assault) has decreased 16.3%
- Property crime (including burglary, larceny, auto theft, and arson) has decreased 9.2%.



City of Tempe Police Department Crime Analysis Unit



2007 Tempe Police Department Citizen Survey

INTRODUCTION

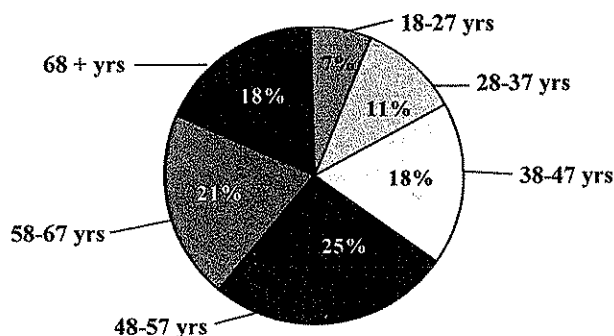
The Tempe Police Department Citizen Survey is a survey of randomly selected Tempe residents. With help from Arizona State University student volunteers, the telephone survey has been conducted annually since 1994. A mail and web-based survey were added in 2006 to reach a more diverse sample of Tempe residents, including those who do not have a landline telephone. The Tempe Police Department Citizen Survey has been designed to assess the experiences and attitudes of the citizens of Tempe as they relate to police concerns including such issues as satisfaction with the Tempe Police Department, victimization and fear of crime, traffic safety, quality of life, community involvement and general crime concerns.

The data collection period for the mail and web survey commenced the end of September 2007. One thousand mail surveys and 1,000 postcards were sent to each of the 4 Tempe zip codes. The postcards directed residents to a website where they could complete the survey. Of the 4,000 mail surveys that were sent out, 989 eligible citizens (i.e., they had lived in Tempe for 6 months or more and they were 18 or older) responded (a response rate of 25%). Of the 4,000 postcards that were sent out, 263 eligible citizens responded (a response rate of 7%). The telephone data collection occurred from October 20 - November 2, 2007. Approximately 6,700 hundred phone calls were made to City of Tempe residents. To remedy the under-representation of north Tempe in past Citizen Surveys, 2,600 of the approximately 6,700 phone numbers called were in north Tempe. Of the 2,990 eligible citizens contacted, 1,204 citizens agreed to complete the survey (a response rate of 40%). In order to accommodate the City of Tempe residents who only speak or read Spanish, the survey was translated into Spanish. Native Spanish speaking volunteers administered the translated survey over the phone. There were also Spanish versions of the web and mail survey. Overall, there were 27 completed Spanish surveys accounting for 1% of the total number of completed surveys. Of the 27 completed Spanish surveys, one was a web survey, 22 were telephone surveys and 4 were mail surveys. The following analysis of the Citizen Survey results combines the responses from all three survey methods. The results for this random sample of 2,456 citizens have a 95% confidence level with a margin of error of +/- 2%.

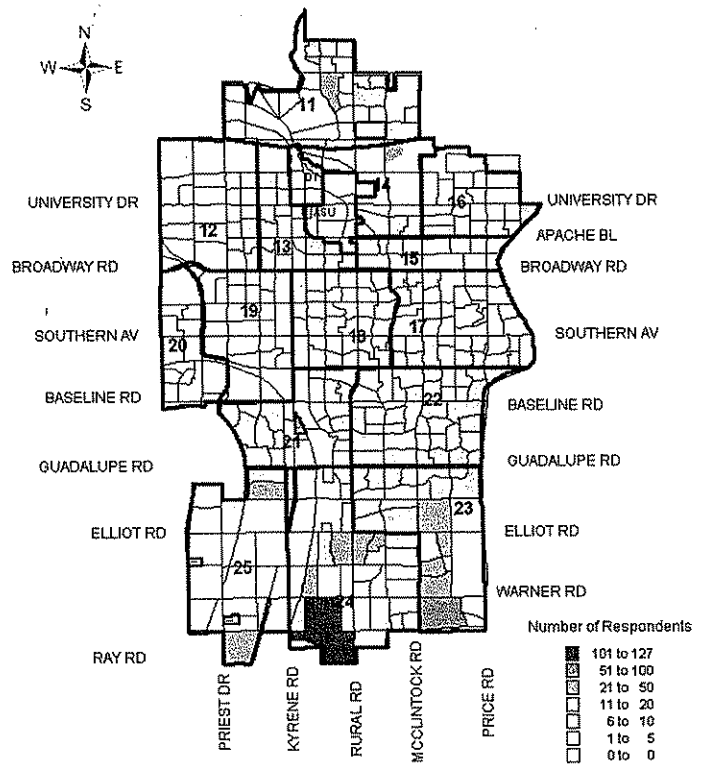
DEMOGRAPHIC CHARACTERISTICS

Fifty-five percent of the survey respondents were women, 82% owned their home, 26% had children under the age of 18 living in their home, and 35% worked in Tempe. The largest portion of respondents were between 48 and 57 years of age, and the average age of the citizens surveyed was 53 (see the survey age distribution chart below). The average length of time that the survey respondents had lived in Tempe

AGE OF SURVEY RESPONDENTS



THEMATIC MAP OF CITIZEN SURVEY RESPONDENTS

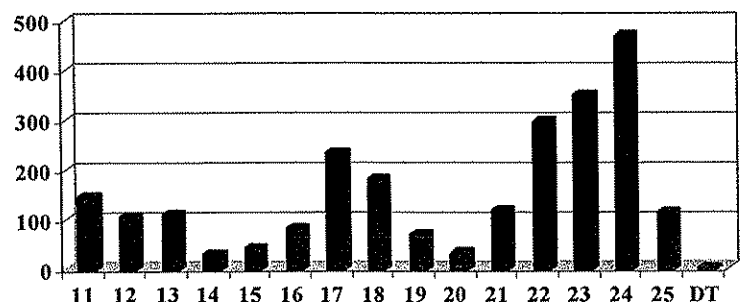


was 19 years. The majority (82%) of the survey respondents were Caucasian, whereas 7% were of Hispanic or Latino origin, 2% were Asian, 2% were Black, 1% were Native American, less than 1% were Middle Eastern and 2% classified themselves as Other. The remainder of the survey respondents chose not to answer the question about their ethnicity. Only 8% of survey respondents reported being a student at a university, college or vocational school.

GEOGRAPHIC CHARACTERISTICS

Each of the sixteen Tempe Police Department beats were represented by survey respondents. However, some beats were represented to a greater or lesser degree than others (see graph below). The police department uses Broadway road to divide Tempe into north and south segments. As seen in the map above, the highest concentration of respondents was in south Tempe (76% of survey respondents lived in south Tempe). There are several probable reasons for this. South Tempe tends to be more residential, whereas north Tempe tends to be more industrial. Additionally, the 2000 U.S. Census data indicated the largest area of population growth in Tempe has been in the south.

SURVEY RESPONDENTS BY BEAT



SATISFACTION WITH POLICE

Eighty-seven percent of overall respondents rated the quality of service provided by the Tempe Police Department as high or very high, a 2% increase from last year. As evidenced in the chart to the right, when broken down by survey method 88% of phone respondents rated the quality of service as high or very high compared with 85% of mail and 84% of web respondents.

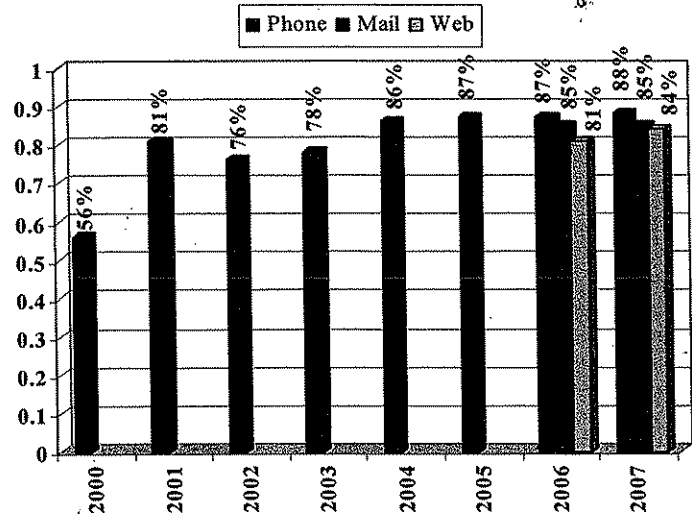
Seventy-nine percent of all respondents reported having had contact with a Tempe Police officer. The top three reasons for their most recent contact included:

1. The citizen or a relative was a victim of a crime (34%)
2. The citizen was in contact with police in reference to an issue or incident relating to the neighborhood (13%)
3. A friendly meeting not related to any specific police matter (8%)

When asked to grade the officer(s) with whom they came into contact with regard to their professionalism, responsiveness, helpfulness, and respect, an average of 75% of citizens gave the officer(s) all "A" and "B" ratings across the four questions. Seventy-three percent of the respondents said that the Tempe Police Department fairly enforces the law "some", "most", or "all" of the time and 65% said that the Tempe Police Department responds to citizens on an equal basis "some", "most", or "all" of the time.

A majority (52%) of phone respondents said the amount of police patrol in their neighborhood meets or exceeds their expectations. This compares with 42% of mail and web respondents. Differences in

CITIZEN RATING OF THE QUALITY OF SERVICE PROVIDED



responses across survey methods are common. The mail and web surveys allow respondents more time to deliberate when answering questions compared with the phone survey. There is also a greater sense of anonymity compared with having a telephone interviewer call. Results may vary across telephone interviewers as well. Overall, 47% of all respondents said that the amount of police patrol in their neighborhood meets or exceeds their expectations.

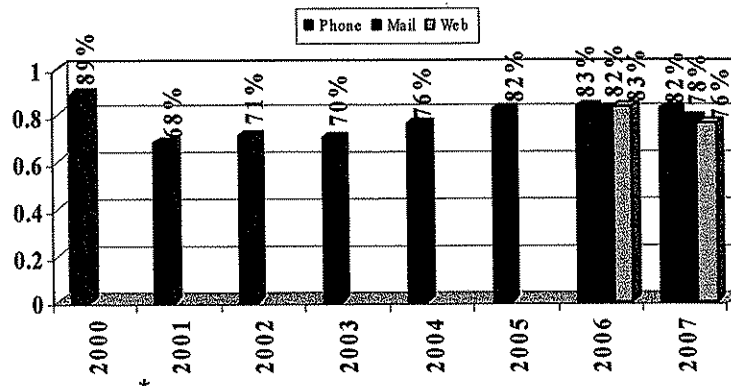
QUALITY OF LIFE

The majority of all respondents rated the safety of their neighborhoods as safe or very safe (80%) and felt that the likelihood of becoming a victim of a crime while walking in their neighborhood alone at night was low or very low (69%). However, only 48% felt that the likelihood of their home/property being damaged/burglarized was low or very low. Additionally, the overwhelming majority of respondents said that they knew their neighbors well or somewhat well (91%) and said that the likelihood of getting help from a neighbor if they had a problem was somewhat likely or very likely (91%). Citizens were also asked several questions regarding the characteristics of their neighborhood that were rated on a rating scale ranging from 1 to 10, where 1 = "not at all like your neighborhood" and 10 = "very like your neighborhood" (see the chart on page 3 for the average rating). As can be seen from the chart, the average ratings of the negative neighborhood charac-

teristics were quite low across all 3 survey methods.

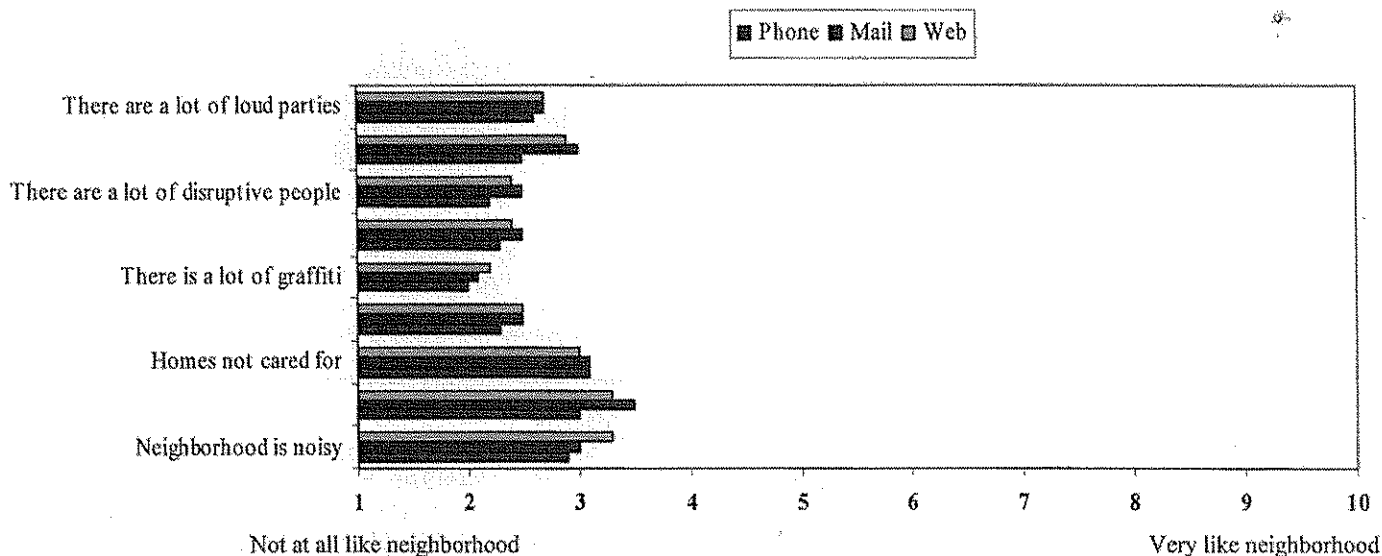
In this year's survey, the largest portion of respondents that specified a crime issue with their neighborhood indicated that theft or burglary was their number one concern (48%). Other neighborhood crime concerns listed by a large portion of respondents included auto theft, vandalism, drug or alcohol concerns, traffic concerns, general property crime, and robbery. The remainder of neighborhood concerns included such issues as loud noise and parties, juvenile related crime, transients, gangs, crimes against children, and illegal immigration. When asked who they felt was most responsible for solving their neighborhood concerns, the police, the community, or themselves, the largest portion of respondents indicated that the matter would be best solved by all three — the police, the community and themselves. The second largest portion of respondents thought the police were most responsible for solving their neighborhood concerns.

CITIZEN RATING OF THE SAFETY OF THEIR NEIGHBORHOOD AS SAFE OR VERY SAFE: 2000 - 2007



* The 2001 Citizen Survey was conducted in October 2001, immediately following the events of September 11, 2001.

AVERAGE RATING OF NEIGHBORHOOD ISSUES BY CITIZENS



VICTIMIZATION AND FEAR OF CRIME

Whereas 61% of all respondents reported ever being a victim of a crime, 49% of all respondents reported ever being a victim of a crime in Tempe. This is a slight increase from the 2006 survey where 47% of citizens reported ever being a victim of a crime in Tempe. When we look at the survey method, 48% of the phone respondents and 49% of the mail respondents reported ever being a victim of a crime in Tempe, compared with 50% of the web respondents.

In this year's survey, the majority of respondents in all 3 survey methods that indicated that they had been victimized in Tempe reported that they had been the victim of theft or a burglary (60% of respondents to this question). The next most frequent response from all 3 survey methods was property damage.

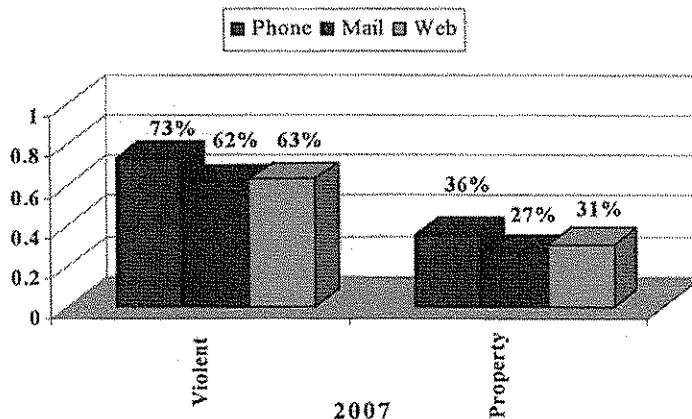
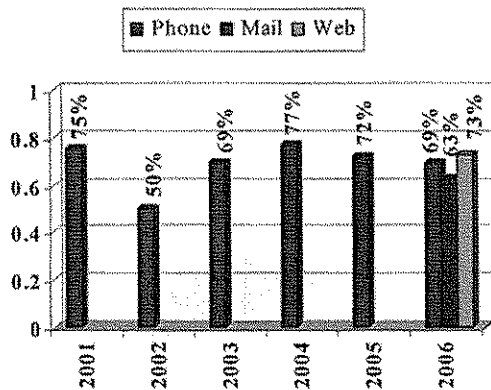
A violent crime involves force or threat of force against a person while a property crime involves the taking or destroying of property/possessions or unlawful entry of a structure or vehicle to commit a felony or theft. With respect to violent crimes versus property crimes, 89% of respondents who had been the victim of a crime in Tempe indicated that they had been the victim of a property crime.

In comparison, 10% of respondents who had been the victim of a crime in Tempe indicated that they had been the victim of a violent crime. The remaining respondents either did not want to state the nature of the crime or it could not be established whether the crime they stated was a violent or property crime. The most commonly reported property crime was theft and the most commonly reported persons crime was robbery.

Twelve percent of respondents that had been a victim of a crime in Tempe had not reported the crime to the police. The largest proportion of these citizens indicated that, for one reason or another, they believed nothing would be resolved by reporting the crime to police. A closely following reason was that citizens felt it was too minor an issue to be reported.

Only 35% of respondents indicated that the amount of crime in Tempe was serious or very serious. Mail respondents were slightly more likely to think the amount of crime in Tempe was serious or very serious (40%) compared with web (36%) and phone (31%) respondents. In past years, this survey has asked citizens a question on how afraid they are of being the victim of a crime in Tempe.

CITIZEN RATING OF THE FEAR OF BEING A VICTIM OF A CRIME IN TEMPE AS LOW OR VERY LOW: 2001 - 2007



In previous years, citizens were asked about their fear of being a victim of crime. This year, the question was split into two to differentiate between violent and property crimes.

This year, however, this question was split into two questions to assess the different levels of fear attributed to violent and property crimes. It is interesting to note that 67% of respondents stated that they had a low or very low fear of being the victim of a violent crime in Tempe while just 32% stated that they had a low or very low fear of being the victim of a property crime in Tempe. See the chart at the bottom of page 3 for the changes in the survey respondents' ratings of fear of being the victim of a crime in Tempe across the years, and across the methods for 2006. Separately shown is a chart showing 2007 survey respondents' ratings of fear of being the victim of the different crime types in Tempe.

Only 17% of citizens indicated that they had not gone somewhere in Tempe because they thought it would be unsafe. Nineteen percent of web respondents said they had not gone somewhere in Tempe because they thought it would be unsafe compared with 21% of

mail respondents and 14% of phone respondents. Forty-five percent of citizens thought there were unsafe areas in the city. Fifty-one percent of web respondents thought there were unsafe areas in Tempe compared with 43% of phone respondents and 49% of mail respondents.

The top unsafe areas as indicated by respondents included Apache Blvd, the area in and around Arizona State University, and north Tempe in general. Of all the areas specified as unsafe, the strong majority included areas north of Broadway Rd. For South Tempe, the top unsafe area noted was Arizona Mills Mall. Many efforts have been made to combat crime problems at the mall including a curfew instituted on October 20, 2006. Though the Arizona Mills Mall is still considered an unsafe area, only 3% of survey respondents indicated it as the top unsafe area compared with 4% in 2006.

TRAFFIC SAFETY

Regardless of the survey method, a majority of respondents were supportive of photo radar speed enforcement and red light photo enforcement. Seventy-five percent of survey respondents indicated that they thought that photo radar enforcement was an effective method of reducing traffic accidents. Red light photo enforcement was more popular as 86% of respondents felt that red light photo enforcement was an effective method of reducing traffic accidents. Only 16% of survey respondents reported that they have ever received a traffic ticket in Tempe that was the result of photo radar or red light photo enforcement. Interestingly, the majority of those respondents who had received a traffic ticket that was the result of photo radar or red light photo enforcement indicated that they thought that photo radar and red light photo enforcement was effective in reducing traffic accidents in Tempe.

LOUD PARTIES

Fifty-eight percent of all survey respondents indicated that they were aware of Tempe's loud party ordinance and 55% of these citizens indicated that they thought the enforcement of the loud party ordinance was effective in reducing loud parties. Interestingly, a majority of phone (60%) respondents thought the loud party ordinance was effective in reducing loud parties compared with 48% of mail respondents and 50% of web respondents.

Fifty-one percent of the citizens who were aware of the loud party ordinance stated that they would like to see even more enforcement of the ordinance in Tempe. Although a majority of phone respondent were aware of the ordinance and thought it was effective in reducing loud parties, only 33% of mail and 9 % of web respondents felt this way. However, the majority of these respondents across all survey methods would like to see more enforcement of the ordinance.

ALARMS

Many residential developments are being established throughout Tempe that include security systems. A question asking whether the respondent was aware of Tempe's Alarms Ordinance was included this year. Only 30% of all respondents indicated that they were aware of the Alarms Ordinance.

COMMUNITY INVOLVEMENT

Thirty-four percent of survey respondents indicated that they were members of a neighborhood organization (e.g., neighborhood block watch). However, only 35% of survey respondents who were not currently a member of any neighborhood organization expressed an interest in joining one in the future.

Of the 2,456 citizens surveyed, only 25% of them were aware that the Tempe police department has a civilian review mechanism to review complaints against Tempe police officers. This is consistent with results in past years.

GENERAL CITIZEN CONCERNS

When citizens were asked what was the most important crime concern in Tempe, the largest portion of respondents who replied (30%) stated that burglary and theft were the most important crime concerns. This is consistent with the 2006 citizen survey, where 31% of survey respondents stated their paramount crime concern in Tempe was theft and burglary. Other crime concerns listed by a large portion of respondents included issues related to violent crime (20%), including murder, robbery, assault, sexual assault, domestic violence, carjacking or home invasion; drugs or alcohol (12%); auto theft (12%); and, traffic related issues (5%). Twenty-one percent of survey respondents did not list a single crime concern in Tempe.

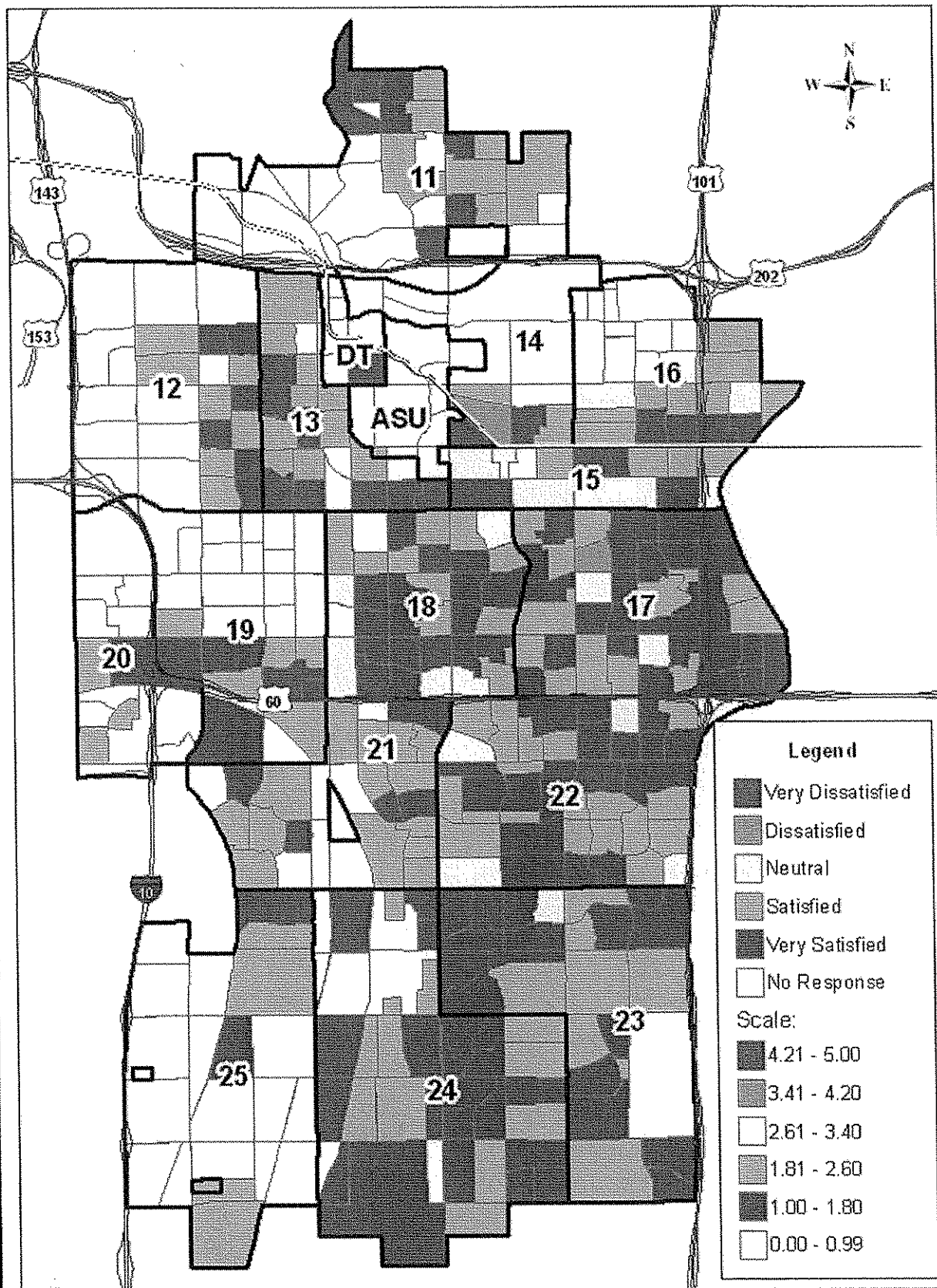
Survey respondents were also given the opportunity to list any additional comments they had that were not addressed in the survey. The largest portion of respondents who had additional comments took the time to compliment the Tempe Police Department on doing a "great job." The second largest portion of respondents with additional comments were concerned about issues in their neighborhood; wanted to see more police officers, wanted increased patrol and police visibility, or had traffic violation concerns.



This report and additional statistics are available on the internet at <http://www.tempe.gov/cau>

For questions or comments about this report contact Mona Qureshi (mona_qureshi@tempe.gov)

Tempe Police Citizen Satisfaction Survey 2007 Satisfaction With Quality of Service Provided By PD (Q39)

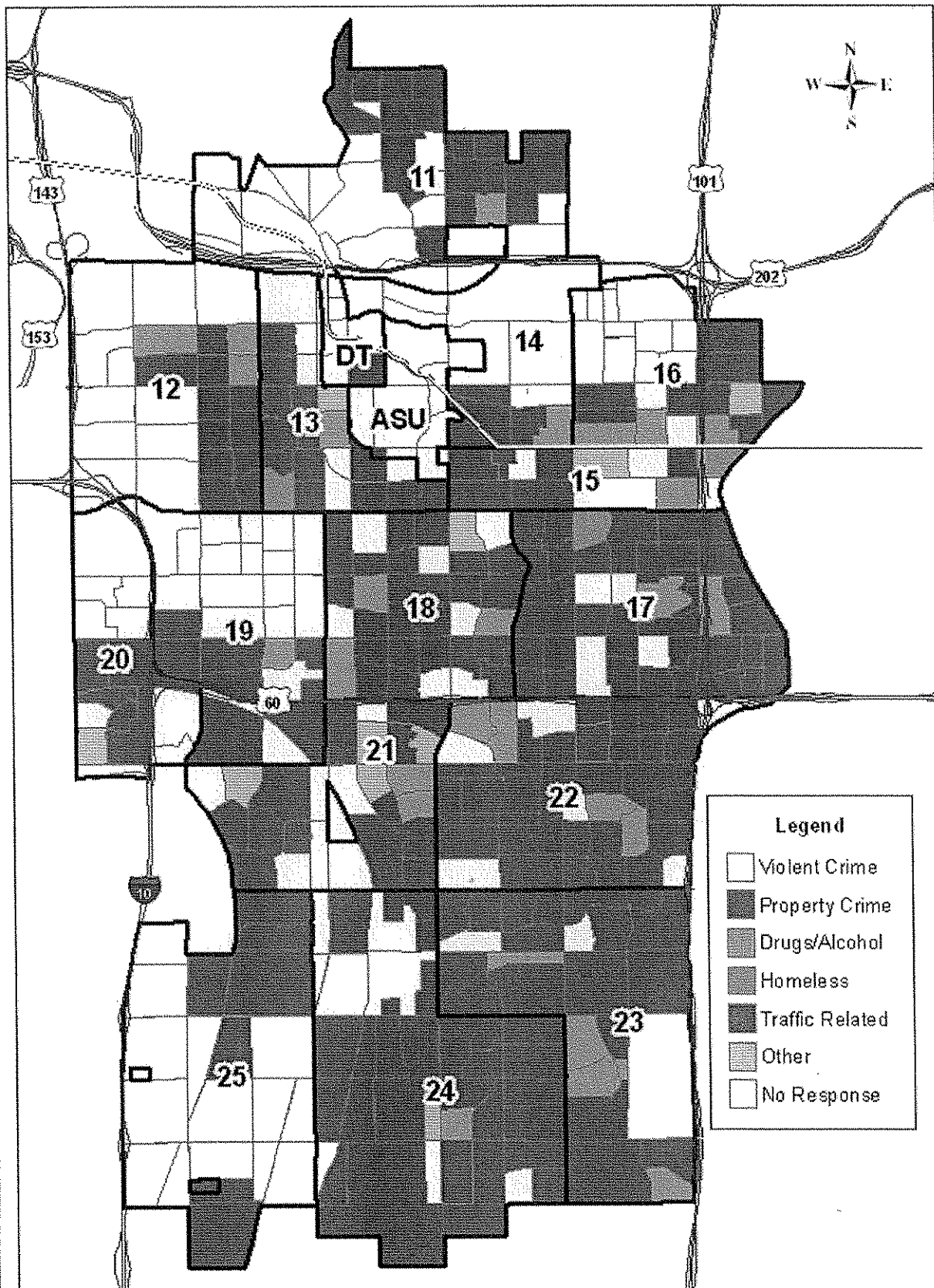


Theresa Wong
Crime Analysis Unit
03/03/2008

0 0.375 0.75 1.5 2.25 3 Miles

Shading reflects the mean rating by Tempe Police Reporting District with more than 1 respondent.

Tempe Police Citizen Satisfaction Survey 2007 Most Important Crime Concern in Neighborhood (Q23)



Theresa Wong
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03.03.2008

0 0.375 0.75 1.5 2.25 3 Miles

Shading reflects the mode by Tempe Police Reporting District with more than 1 respondent.